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AFRICAN VIOLETS

FALL 1949 CATALOG

• VARIETIES FOR BEGINNERS AND COLLECTORS

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U. S. Department of Agriculture



Double Flowering Duchess

MRS. JENNIE SPOUTZ • 13310 State Fair, E. - Detroit 5, Mich.

MY PERSONAL LETTER TO YOU . . .

Dear Friends:

Hello again! We are sending you this wee African Violet catalog this Fall with the fond hope that, whether you are an amateur or a connoisseur, you will find described some variety that will rouse your interest, and we urge you to treat yourself to the thrill of successfully growing the Saintpaulia, thereby joining our many customers in this fascinating hobby.

As you read through these pages, I know you can vision a beautiful indoor window garden of glorious African Violets that will enhance and add to the enjoyment of your home on dull winter days. African Violets have been admired by all housewives, and are extremely popular, with exquisite jewel-like blossoms and beautiful foliage. Even a small collection can transform your windowsills into a delightful fairyland of rainbow hues!

If you need help in making your selection do not hesitate to write us. We will ship healthy plants of superior quality, packaged to arrive in fine growing condition, and will include our "Growing Instructions" to assist your green thumb. No matter what your selection, you are assured of the sheer beauty of clusters of colorful blooms held high above unusual foliage.

A distinguishing feature of this catalog is my guarantee of satisfaction. Our most important advertisement is a satisfied customer, so you may place your order with confidence, knowing we value your friendship.

African Violets are tender and we cannot mail them during winter months. Because our Fall shipping season is so short, may I look forward to hearing from you—soon?

Respectfully,
Mrs. Jennie Spoutz.

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Detroit 5, Michigan

BEFORE you turn these pages, you will want to know a few essential things, such as . . .

- All our plants are sent postage paid to your door. (Exception) Michigan customers add 3% sales tax. Canadian customers must secure necessary labels from their Inspector of Plant Products in Canada, and add 10% extra to cover higher postage costs.
- We guarantee all plants to be true to name, top quality and size, State Inspected and free from insect pests and disease.
- No shipments are made during freezing weather, as African Violets are tender plants and fail to survive when subjected to temperatures below forty degrees.
- Order early as many of the newer varieties are in scarce supply. We will not substitute but hope you will mention a second choice so there will be no delay in shipping your order, in case any variety is sold out.
- We offer a popular "Gift Mailing Service." If you'd like, we'll send an order of African Violets beautifully wrapped directly to your friends and loved ones. Living gifts will be cherished for many years. Just enclose your remittance and write name and address plainly. We'll include an appropriate card bearing your name. Your friends will be reminded of you each time their African Violet blooms, and they will be delighted with your thoughtfulness!
- Terms are remittance with order, no C.O.D. shipments made.
- Our catalog is sent regularly to customers on record. This is quite an investment and I do hope we can convince all of you to send us a trial order this season so that we can keep your name on our mailing list!
- Prices in this catalog cancel all previous quotations.



PERIWINKLE
\$2.50
(exquisite light blue)

Of the thousands of seedlings which bloomed during the winter of 1947, Periwinkle (then unnamed) proved most outstanding, and was selected according to rigid standards of color quality, petal substance, free blooming qualities and dependable habits.

Periwinkle is one of my new introductions this year, and we are very pleased with our stock. The exquisite light blue flowers have a white eye and a lighter edge on the petals. The blossoms are produced freely and are held well above the foliage, in clusters, each flower measuring up to $1\frac{3}{4}$ " across. It is accurately pictured above.

We know you'll love Periwinkle, and we promise it to be in bloom when shipped!



REGAL WINE

\$3.50

(double wine-maroon blossoms)

One of the greatest thrills of collecting Saintpaulias comes from the addition of an exceptionally choice variety. We are very proud to offer Regal Wine as a new introduction!

The blossoms appear as precious little jewels nestled together throughout the tailored foliage—an outstanding picture in deep wine and rich green.

Regal Wine will please the “beginner” who starts his collection with the newest in double-flowering varieties, because it’s so easy to grow and bloom. The connoisseur will be proud to exhibit this variety at flower shows where it will surely win prizes for its unusual and prolific blossoms, of peerless beauty. It is very choice and merits the consideration of every serious African Violet fancier!

AFRICAN VIOLET PLANTS

**Standard, Patented, and new Varieties
for beginners and collectors**

"Quality Plants, Quality Packing, Prices that Please"

AMAZON RED: New in my catalog this season! Immense blooms held firmly above the heavy round foliage—this originated as a sport from the variety "Red Head" and the coloring is the same. Collectors that like giant-sized flowers will be pleased with this one. **\$2.00**

AMETHYST: We cannot show it in color this season but it is pictured on page 20. The most free-blooming variety in its color class; exquisite orchid-tinted lavender blossoms and quilted foliage, deeply flushed wine underneath. One of the first varieties you should buy for your collection. **\$1.25**

BI-COLOR: A real two-tone variety—the plum colored tips on the two upper petals are a beautiful contrast to the pale orchid coloring of the rest of the bloom. Easy to grow, and you'll like it because it's different. **\$1.50**

BLUE EYES: Soft baby blue round petal blossoms, a wee bit deeper in the center. Dark glossy forest green leaves. Has 3 to 7 flowers in a cluster, a nice collector's variety. **\$1.75**

BLUE GIRL (patented): The heart shaped leaves are so lady like and graceful, with fluted edges and an ivory white spot where the leaf joins the stem, that this is the one you should select as your dark blue-violet variety. **\$1.25**

BLUE GIRL SUPREME: Beautiful giant-flowering sport from Blue Girl, and one of my introductions. This outstanding variety has fine free-flowering qualities not found in some of the other "Supreme's". The flowers are velvety midnight blue with a touch of violet in the center, right next to the bright yellow eye—very striking! Foliage is husky and compact. This is pictured on the back cover. **\$2.00**

BLUSHING MAIDEN: This is an unusual color—not white and not pink, but a pastel shade in between. An accurate description of the blossoms: "wax-like creamy white with a pink tinge near the deep yellow eye". The foliage is light green, and this variety blooms profusely. **\$1.25**

BLUSHING MAIDEN SUPREME: A welcome addition to this color class. The giant-sized blossoms are held high above true Supreme-like foliage. **\$2.00**

DUCHESS (double-flowering blue): This is pictured on the cover and is priced to please everyone! Our own introduction and entirely different from anything you have ever seen! Some flowers are deep royal blue on both sides of the petals and some will have blossoms that are blue inside and silvery white on the back. Each flower has from 12-20 petals and many more unfurled. You will notice the lack of a "yellow eye" in the long-lasting blossoms, which grow in clusters held well above the foliage. This variety blooms very freely! **\$2.00**

DuPONT HYBRID AFRICAN VIOLETS: We are pleased to offer a new series of DuPont Blue Hybrids this season, composed of five graduating shades of blue, each one distinct and very choice. Also a new one named DuPont Silver Pink, which is light lavender pink with a silver overcast. Complete detail is given on Page 15. They are **\$2.50** each.

All 6 for \$12.00

DUPONT LAVENDER PINK: (not really pink). Has giant sized flowers of the deepest lavender shade and is a profuse bloomer also. This is not a new variety but one that you should have. Heavy round leaves which form a compact plant to show off the extraordinary blooms. **\$1.75**

IONANTHA: Not a new variety but one which has stood the test of time, and very dependable. Clean enamel-like blue flowers of excellent substance, placed on strong stalks. Blooms abundantly. Long-stemmed foliage is gracefully pointed, heavily quilted, dark glossy green and flushed deeply wine-color on mature plants. See page 21 for an accurate photograph. **\$1.25**

MENTOR BOY: Flowers of a pleasing reddish-purple (no trace of blue), a splendid variety and entirely distinct from others in my catalog. Free blooming and grows rapidly. The blossoms reflect handsomely in the sunlight and our plants are sure to please you. This is pictured on page 21 . **\$1.25**

NEPTUNE: The foliage of this variety makes it most outstanding! It is invariably admired and promptly bought by all who see it, so we had a photograph made to help you decide. Deeply quilted extra-large leaves which possess a wonderful sheen — commands attention despite their unusual darkness. This variety grows very flat and symmetrical, so is prettiest with one crown in a pot. The foliage is tinted rose underneath, on medium stems. Free blooming, large size medium blue round-petals flowers. One of our favorites, and it is pictured on the back cover. **\$1.50**

PINK BEAUTY (Patented): A true apple-blossom pink that blooms well and looks especially nice among the dark blue varieties. Light green foliage. **\$1.25**

PINK BEAUTY SUPREME: As you know, the "Supreme's" grow a little slower than the ordinary varieties, but the blossoms are worth waiting for! This is a deeper pink than Pink Beauty — and therefore very desirable. **\$2.00**

RED HEAD: This variety has been described as the nearest approach to true red—but it's not really red! More of a claret, very nice round petal blooms and a new and attractive color. The flowers are unusual also in that they do not open widely, but have the appearance of dainty cup-shaped bells. **\$1.50**

RED HEADED GIRL: The flowers are like those of Red Head, but the foliage is the same as on the variety Blue Girl: heart shaped with fluted edges and the familiar white spot in the leaf where it joins the stem. Collectors are fond of this type of leaf. **\$1.75**

REGAL WINE (double-flowering maroon): Picture on Page 5. This is the variety that everyone has been waiting for! My own introduction this year, and very desirable. Each wine-maroon flower has from 12-20 petals, and blooms freely. Most desirable and very choice—read the description beneath the picture—this is a very nice variety. **\$3.50**

ROSY-BLUE: This is one of my older introductions and still the leader in its color class. A plant in full bloom will have flowers of many different hues. Freshly opened blooms exhibit a pronounced maroon-wine cast which change to many shades of orchid and "Rosy-Blue." This unusual habit makes it most attractive and it stands in a special niche of its own. We have counted more blossoms on plants of Rosy-Blue than on any other variety in this catalog. If you have had trouble blooming your African Violets, Rosy-Blue is the one to buy. **\$2.00**

RUFFLES: This variety is distinct for its foliage, which is narrow and pointed. The edge of the leaves is toothed with a distinct fullness that gives a ruffled appearance—and is so very, very dark! Underside of the leaves is quite rosy, deepening to almost red. The color of bloom is similar to Ionantha, but Ruffles' blossoms are more dainty, with an elongated lower petal.

\$1.75

SAILOR GIRL: True Blue-Girl type foliage and very nice. The flowers are lighter than those of Neptune and we're sure you'll like it.

\$2.00

SEED-GROWN HYBRID PLANTS: (Pictured on Page 18). Select plants of unusual foliage and distinct blossoms in the wine-maroon-and reddish shades. We will ship plants *in bloom* as we have a fine supply of seedlings growing.. The picture shows how nice African Violets will look on your windowsill! All named varieties are propagated thru leaf cuttings except these seed-grown plants. If you wish, your plant may be grown under any name of your selection.

\$2.00

SKY BLUE (same as Tinted Lady): The African Violet Society describes the flowers on this variety as follows: "Color is white overlaid with a tint of light grey-blue, produced freely in clusters of 5-8 just at the top of the foliage." It is a very unusual color.

\$1.75

WEST COAST AMETHYST: This is very different from plain "Amethyst" in color and leaf pattern. The entire blossom is a light lavender, even lighter than the lowest petals of Bi-Color. A clear even colored bloom, it's the lightest of the lavenders I have for sale. Dark green leaf, toothed edge, tapered tip. And it's a free-blooming variety also.

\$1.50

WHITE LADY (patented): Pure glistening white flowers overlaid with a frosty effect. The yellow eye in the center appears like a jewel. Light green white-stemmed foliage. **\$1.25**

WHITE LADY SUPREME: Collectors appreciate this variety for its large-sized flowers, and its different foliage. **\$2.00**

Complete growing instructions are included with your order. This covers soil recipes, directions for potting; containers and watering and fertilizing; location of plants, humidity, temperature, general care and culture. Then there are easy-to-follow hints on propagation — by division, by leaf cuttings, by seed. And a paragraph on "how to save a plant" which has been damaged. This literature is available to you with any order for plants.

We realize the importance of getting your order to you in fine growing condition, and have many letters from every state (and a few from Puerto Rico, Alaska, Cuba, and Mexico too) saying "my plants came in splendid condition and I am so pleased with them."

We hope we have convinced you that African Violets are easy to grow, and a fine indoor hobby. They are admired by all housewives and are extremely popular, with exquisite blooms and beautiful foliage. You don't need a "green thumb"—just a healthy plant to begin with and my few rules on culture.

Our DELUXE COLLECTION

1 plant double Duchess	2.00
1 plant Blue Girl Supreme	2.00
1 plant Rosy-Blue	2.00
SPECIAL: Deluxe Collection (6.00 value)	5.00

All three plants, labeled, and taken from our regular stock, at \$5.00 postpaid. We offer them in this Deluxe Collection because we want you to know them all. They are very choice varieties of our own introduction, and very choice.

Our BEGINNER'S PLANT COLLECTION

**Four \$1.25 varieties Labeled—Your Choice
(A \$5.00 value)—for \$4.00.**

We hope to make many new friends again this season by this special offer of any four \$1.25 African Violets plants, labeled correctly, at \$4.00, postpaid. Plants will be taken from our regular stock. If you are starting your collection this season, remember that the \$1.25 values include the finest of ever-popular varieties, your assurance of peerless beauty.

Our NOVELTY COLLECTION

**Your choice of four \$1.50 varieties OR any two
\$1.50 varieties and any two \$1.75 varieties
for \$5.50 (a big value)!**

Our Collections have proven so popular that we're sure to encourage our customers by this new Novelty Assortment, which represents the latest advances among African Violets. This is a fine opportunity for neighborhood ladies to combine their orders to save money, and we benefit by it too by reducing our costs! Remember—all plants selected are taken from regular stock and each variety is distinct and merits your consideration.

All collections must be sent to one address.

WIK - FED FLOWER POTS

Wik-Fed pots are ideal for African Violets. These graceful and unbreakable two-piece plastic flower pots are designed to meet all the requirements of successful African Violet culture. The non-deteriorating Fiberglas wicks feed the moisture to the roots as it is required by the plant, and the reservoir base provides an ample supply of water. Latest tests prove that soluble salts collected on the rims of clay pots cause damage to leaf stems, causing them to rot. These plastic pots are non-absorbent, so it will be

easier to grow larger and more beautiful plants.



The 4" size is ample for windowsill culture, and the larger 5" size (which holds twice as much soil and water) is exactly what you need to "show off" your specimen plants.

COLORS: Six marbelized pastel shades: red, ivory, green, pink, yellow, and lavender-gray; all with a black base.

	Ea.	Per 3	Per 6
4" size (inside measurement)	1.15	3.25	6.00
5" size (inside measurement)	1.50	4.25	8.00

AFRICAN VIOLET POTTING SOIL

I am offering a special mixture of African Violet potting soil, which contains the proper amount of good garden soil, leaf mold (rich woods earth), well rotted manure, peat moss, sand, bone-meal, and enough wee stones which are essential to proper drainage. The soil has been steam-sterilized and you should have some on hand for repotting your plants. You will be pleased with the results of this potting soil—it's the same that is used in the greenhouse for growing the African Violets that are shipped to you. Prices: 3 lb. box for \$1.00 — 5 lb. box for \$1.75.

If you have had trouble getting your African Violets to bloom, may I recommend Pokon, the concentrated fertilizer imported from Holland.

Pokon's analysis is 16-21-27, and it is clean, odorless, easy to apply, and is completely soluble in water. Pokon does not contain chloride to burn tender plant roots.

We have many fine reports from our customers on their experience with Pokon. It produces stronger root growth, sturdier stems, rich green luxuriant foliage, and larger longer-lasting blooms.

POKON PRICES WITH AN ORDER:

Pokon is sold in a 25c size, a 60c size, and a \$1.00 size. We are glad to include these sizes with an order for plants or potting soil, at the above prices: 25c, 60c, \$1.00.

POKON PRICES WITHOUT AN ORDER:

This season we are forced to add 20c to the price of Pokon if it is to be sent without an order for plants or potting soil.

Small Size: 45c

Medium Size: 80c

Large Size: \$1.20

WORLD'S HIGHEST
ANALYSIS

16-21-27

POKON

**CONCENTRATED
PLANT FOOD**

THE STANDARD
FERTILIZER OF
HOLLAND FOR
40 YEARS



Completely revised edition of "The African Violet" by Helen Van Pelt Wilson, includes most up-to-date information on Saintpaulias. Contents: The last word on identification of varieties, 31 pages of illustrations, tells how to produce brilliant blooms, also how-to-do-it pictures of leaf propagation. Price: \$2.75.

Introducing the new DuPONT AFRICAN VIOLETS "the aristocrats of the Saintpaulias"

The new DuPont African Violets represent the greatest advance yet made in Saintpaulias, and we consider ourselves most fortunate to introduce them to you.

These six varieties offered, were displayed at the African Violet Society Convention, held in Cincinnati in May 1949, and represent the latest advancement in the art of flower breeding. We urge our customers to treat themselves to the thrill of growing something extraordinary by ordering as many as your budget can afford! These exquisite creations were admired by all who attended the Convention, and we take great pleasure in listing them in our catalog.

The distinguishing characteristics of the new DuPont Violets are the extremely large flowers and foliage. Under ideal conditions the plants have produced flowers of 2½" across!

The following are the DuPont Hybrids offered for the first time:

DuPont Blue Series is composed of five graduating shades, each distinct and a collector's gem:

DuPont Blue No. 1—Deepest blue

DuPont Blue No. 2—Dark blue

DuPont Blue No. 3—Medium blue

DuPont Blue No. 4—Light blue

DuPont Blue No. 5—Palest blue

DuPont Silver Pink—this variety is a light lavender with a silvery overcast and very smooth coloring. This is a brand new color in African Violets, a welcome addition to your collection.

Price: \$2.50 each postpaid—or all 6 varieties for \$12.00.

Note: Page 17.

A FEW WORDS ABOUT OUR INTRODUCTIONS

We sent so many catalogs last year to new enthusiasts that we will devote this page to describing briefly, a few of the most important features of the African Violet varieties we have named and introduced in the last two years. Each one is distinct and a leader in its color class.

- BLUE GIRL SUPREME is especially desirable because of its foliage and giant-sized flowers. The foliage on mature plants is very scalloped and there is also a white spot in the center of each "flute." This variety remains compact and is a fine windowsill plant. You will have many huge blooms without special attention.
- DUCHESS and REGAL WINE are both exquisite double-flowering varieties — identical excepting the color of blooms. Duchess has continued to be my best-selling variety.
- HYBRID SEED-GROWN PLANTS are grown from genuinely hand-hybridized seed obtained from distinct varieties crossed to produce seed. Since no two seeds (even from the same cross and pod) will produce plants exactly alike, your purchase of one of these plants assures you of one that is different from any other.
- PERIWINKLE is a new seedling — which originated among the hybrid plants described above. We're very pleased with it as a most outstanding light blue variety with large blooms.
- ROSY-BLUE is known for its free blooming qualities and for its habit of changing from deep maroon blooms to many shades of orchid as the flowers mature. We recommend Rosy-Blue to those who have difficulty blooming their African Violets.



DUPONT BLUE NO. 5 \$2.50

This strain is the result of years of hybridization and selection by Mrs. Wm. K. DuPont of Wilmington, Delaware. Only those plants of superior merit were used in breeding, and the resulting seedlings carefully selected. Truly a race of super giants has been developed.

If you need help in making your selection, do not hesitate to select from any of the above varieties — they are a revelation in size and beauty. Each variety was carefully selected according to rigid standards before introduction, and all may be considered as the finest available.



SEED-GROWN HYBRID PLANTS
\$2.00

(Described on Page 10)

Join The African Violet Society of America

Four highly informative issues of the African Violet Magazine are sent to all members each year. Dues \$3.00 per year. Make all remittances payable to: The African Violet Society of America, and mail it to: Warren E. J. Gottshall, Treasurer; Box 901, Alexandria, Virginia

Some Hints on African Violet Culture

A Few Don'ts —

Don't be without African Violets!

Don't water your plants too often; allow the soil to dry out at times.

Don't allow mature leaves to turn jelly-like and die; use them as cuttings.

Don't pour cold water into the crown; use warm water, and drain the excess.

Don't forget—water on the leaves with sun shining on them causes brown spots!

Don't neglect fertilizing them with Pokon — it really makes them bloom.

Don't use a pencil for labeling; ordinary ink on adhesive tape is better.

Don't water your plants before dividing; stems should be limp, so they won't snap.

Don't divide them when they're blooming; you'll shake off the flowers.

Don't keep a diseased plant; it may ruin your entire collection.

Don't let me frighten you; they're easy to grow!

A Few Do's:

Do tell your friends about my catalog; I'll be grateful.

Do show your plants off to advantage; give them room to be graceful.

Do divide your plants when mature; a one-crowned plant is much prettier.

Do not change your methods of propagation if you are enjoying success.

Do wash the leaves occasionally under a slow faucet, using warm water.

Do keep your collection up to date, by staying on my mailing list.

Do write me if you have time, and let me know if you're pleased with your order.



Due to the number of letters received inquiring about: "those white bugs in the soil which can swim and jump, also found in the saucer and on top of the soil", these are Springtails which live on the compost in soil. Harmless but annoying. Probably can be eradicated by using Red Arrow or Black Leaf 40 or similar nicotine product, according to directions on the carton.



AMETHYST **\$1.25**



BLUSHING MAIDEN **\$1.25**



IONANTHA **\$1.25**



MENTOR BOY **\$1.25**

IN CLOSING

Have we aroused your interest in African Violets? We do enjoy issuing this little catalog and hope you will join our many customers in this fascinating hobby. Though it is not a difficult plant to grow, some enthusiasts consider it a challenge to take non-blooming specimens from friends and return it a little later filled with buds and blossoms!

In this catalog we offer a new series of DuPont Hybrid African Violets—truly representative of the latest advancements in the art of flower breeding! You will find each one distinct and an exquisite collector's gem.

You will find several "Supreme's" listed—these originate as sports varieties with ordinary-sized flowers. Foliage of the Supreme's and Amazon Red, which is another name for Red Head Supreme, is very round, quite hairy, and compact, while the flowers—though fewer—cause considerable comment among the uninitiated who will wonder what is the secret of your success! Collectors are justly proud of this strain.

In this catalog you will find both the new higher priced varieties for those who want the latest sorts and also the exquisite kinds that are just a few years older that are priced low to be available to the most modest purse. You can rely on our catalog descriptions.

We include "Growing Instructions" with all orders. This covers soil recipes, directions for potting, containers and watering and fertilizing; location of plants, humidity, temperature, general care and culture. Then there are easy to follow hints on propagation, and a paragraph on how to save a plant which has been damaged. Perhaps you have a friend who is having trouble with her African Violets? Just send us a stamped addressed envelope and ask for these Instructions. I'm sure it will be of great value.

We have been making trial shipments to far-away places this Spring, and the results of these few orders attest to our successful method of packing! A letter dated June 25, 1949, from the Philippines, says: "You will be glad to learn the shipment of African Violets arrived in 100% condition. Leaves and flowers looked as though the plants had just come from your pots. The packing was first class and flowers held well for the trip."

Many of our customers have written us about their experience with POKON, our recommended plant food. If you have had trouble blooming your African Violets, perhaps Pokon is the answer.

In this little catalog we offer everything towards successful African Violet Culture—fine healthy well-rooted plants; the new Wik-Fed Flower Pots to aid you in watering; we offer the proper soil mixture for potting; and after your plant is adjusted to the humidity and temperature of your home, we suggest using POKON Plant Food in the water for quicker bloom; if you are really "bitten by the bug" perhaps your purchase of the African Violet book will be in order—and if you are sure that the African Violet is the only plant for your windowsill, may we suggest that membership in the African Violet Society of America is of great value.

Why not share your enjoyment of this catalog with others? You can help us grow by sending us the names of friends who are interested in African Violets, and we'll send them a catalog promptly.

We close this little catalog by reminding you that our Fall shipping season is so short and we cannot make shipments during winter months. May I look forward to hearing from you — soon?

Sincerely — Mrs. Jennie Spoutz.



NEPTUNE: \$1.50



BLUE GIRL SUPREME \$2.00